



Terrace Hotel Marketing Grant

APPLICATION FORM – 2025

Instructions:

- Please fill in the form as it is provided below. All applications are **due by July 31, 2025**. One application per hotel per year.
- **Usage of Funds:** All funds of \$2500 must be used only for tourism marketing programs and projects and fully spent by December 31, 2025. See Appendix A for a full list of eligible marketing tactics. Please note: all advertising needs to reference Terrace and for print/digital ads, include the Visit Terrace logo and website. Social media posts need to include #visitterrace. If advertising accommodation specials, please include a tracking mechanism such as a booking code or specific rate in order to track the impact of marketing activities.
- **Disbursement of Funds:** Funds are released in (one or two phases): 50% upon application approval to initiate your marketing project and the remaining 50% after submitting a Post Project Report in a template provided by Tourism Terrace.
- **Post Project Report:** This brief report will include a description of the marketing project and tactics carried out by the accommodation provider, key performance indicators, and key learnings, along with invoices totalling the amount sponsored by Tourism Terrace. In the event of an audit of Municipal and Regional District Tax (MRDT)

Hotel Partner Information

Name of Accommodation	
Key Contact (name and title)	
Phone	
Email	

Marketing Project Name

Proposed Marketing Project & Tactics

Provide a high-level description of the marketing project and/or specific marketing tactics, along with the estimated timing or run dates for the project. For example: "Stay and Play" Campaign to promote shoulder season travel with targeted social media and digital ads, scheduled from September to November.



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Markets

List the geographic markets that will be targeted in this initiative.

Anticipated Outcomes

Briefly describe the expected results of your marketing efforts, such as increased bookings, enhanced brand awareness, increased website traffic, lead generation, etc.

Project Budget

Please provide a project budget in the lines that follow. For example: "Stay and Play" Campaign Social Media Ads (Facebook and Instagram) - \$1,500

Marketing Project and/or Tactics	Budget (\$)
TOTAL	

Authorized Contact Person Signature

Date



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Please submit applications to:

Liz Smaha, Executive Director, Tourism Terrace
T: 250.641.8722 email: liz.smaha@visitterrace.com

Appendix A

The following is a list of eligible grant marketing activities. If your proposed activity is not listed below, please contact Liz Smaha to discuss whether it is an eligible use of MRDT funds.

- Microsite or landing page
- Email marketing
- Paid search/search engine marketing
- Paid social media
- Display (image and video)
- Social media
- Consumer/trade shows
- Radio
- Television
- Photography/Video
- Print advertising
- Brochures
- Rack cards
- Flat sheets
- Guides
- Maps
- Written content
- Travel media relations
- Influencer marketing
- Market research/data acquisition
- Marketing coordination
- Purchasing of rental items for the hotel